

Do you have customers who decline recommended services for their vehicles?

We can help!

There are now two versions of the optional letter to help bring these customers back to your dealership.

Version A (Generic)

- Reminds customers that they declined a needed service
- Comes with **two generic offers** chosen by the dealer

For Version A letters, LCC scans each RO for trigger words ("declined," "refused," "did not want," etc.) and automatically initiates the follow-up letter, within 10 days of receipt of the RO.

Dear Julie:

Thank you for your recent visit! When we last saw you, we recommended additional needed work for your <2010 Civic>. When it comes to maintenance, sooner is always better than later, so this is just a reminder to bring your vehicle in for this suggested service. Call for an appointment at (123) 555-1234.

Sincerely,

<Signature>
<Signature Name>
<Title>

Generic service(s) listed here

Discount on Vehicle Service
Save on vehicle service (including parts and labor)

10% Discount on retail purchases from \$49.99 – \$99.99
15% Discount on retail purchases from \$100.00 – \$149.99
25% Discount on retail purchases from \$150.00 or more

Generic coupon offer #2

Wheel Balance Special
Properly balanced wheels can provide a smoother ride and more uniform tire wear. Our Honda-trained technicians will balance your wheels and properly inflate all four tires.

Targeted coupon offer #2

Sample of "Generic" Dealer-Recommended Service Follow-Up communication

SERVICE ALERT
for your
CIVIC

Coupon offer #1 on cover

Version B (Specific)

- Reminds customers about their declined service(s) by specifically identifying the service(s)
- Comes with **specific coupon offers** related to the declined service

For Version B letters, dealers must first set up their Declined Service Coupons. Then:

- Service Advisors will need to enter the correct Declined Labor Op codes into the RO Labor Op area, Labor Op description or the RO comments area
- When LCC receives the Declined Labor Op codes, they will send the follow-up letter with the corresponding coupons within 10 days

Dear Julie:

When we last saw you, we recommended <recommended service>, <recommended service> and <recommended service> for your <2010 Civic>. When it comes to maintenance, sooner is always better than later, so this is just a reminder to bring your vehicle in for this suggested service. Call for an appointment at (123) 555-1234.

Sincerely,

<Signature>
<Signature Name>
<Title>

Declined service(s) listed here

Wheel Balance Special
Properly balanced wheels can provide a smoother ride and more uniform tire wear. Our Honda-trained technicians will balance your wheels and properly inflate all four tires.

Targeted coupon offer #2

Sample of "Specific" Dealer-Recommended Service Follow-Up communication

See next page for easy reference chart.



DECLINED LABOR OP CODE GUIDE

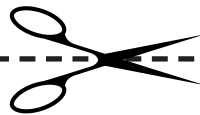
Declined Services <i>(What your customer declined)</i>	Declined Labor Op Code <i>(What you enter into their RO)</i>
Battery replacement	DECBARS
Brake service – general	DECBKRS
Cabin air filter	DECCAF
Engine air filter	DECEAF
Exhaust repair/service	DECERS
Front brakes	DECFBKR
Maintenance Minder – primary services	DECMMAB
Maintenance Minder – sub items	DECMM16
Rear brakes	DECRBKR
Struts/Shocks	DECSTSH
Timing belt repair	DECTBRS
Tire replacement	DECTIRS
Tire rotation	DECTIRO

It's easy!

Simply **enter the Declined Labor Op Code(s) with your customer's RO Labor Op Code** or **in the Labor Op Code description areas** when completing their RO write-up.

Our results show customers do respond!

Dealers who use the new 'specific' Dealer Recommended Service Follow-Up Letters have seen a **response rate lift of almost 5%!**

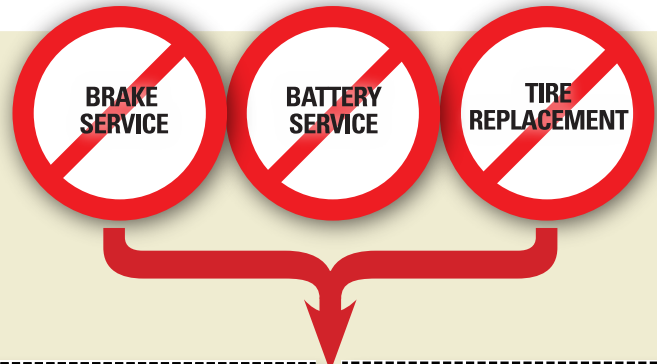


More than one Op Code?

SRS also understands that customers are more likely to decline more than one service, so we've built a **priority**.

The Labor Op Codes follow this hierarchy:

1. **Brake Service** – DECBKRS
2. **Tire Replacement** – DECTIRS
3. **Battery Replacement** – DECBARS
4. **Timing Belt Repair** – DECTBRS
5. **Exhaust Repair/Service** – DECERS
6. **Brakes** – front – DECFBKR
7. **Tire Rotation** – DECTIRO
8. **Cabin Air Filter** – DECCAF
9. **Engine Air Filter** – DECEAF
10. Maintenance Minder – **Primary Service** – DECMMAB
11. Maintenance Minder – **Sub Items** – DECMM16
12. **Struts/Shocks** – DECSTSH
13. **Brakes** – rear – DECRBKR



Brake Pad Replacement D03

Feel at ease knowing that Honda Genuine brake pads are engineered to meet the exact braking specifications of your Honda. Come in for a brake pad replacement today.




\$00⁰⁰

Dealer Name XXX-XXX-XXXX
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Honda Authorized Tires JOB

When you need tires, your Honda Authorized Tire Center is the place to go for the "right tires" – the ones specifically engineered for your vehicle. Using the "right tires" will:

- Help keep you and your precious cargo safe
- Help maintain the performance of your vehicle
- Help improve your vehicle's ride quality



\$00⁰⁰

Dealer Name XXX-XXX-XXXX
Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires xx/xx/xx.

Example:

If your customer declines a brake service, battery service and a tire replacement, we'll recognize all three services' Op Codes, but with this hierarchy, your customer will only receive a brake and tire coupon offer.



Call your Marketing Consultant at Program Headquarters to set up your targeted declined coupon offers! **Honda Program Headquarters: 800-466-1810**